

Communications & Public Information

City Academy
Thursday, March 18, 2021



Mission

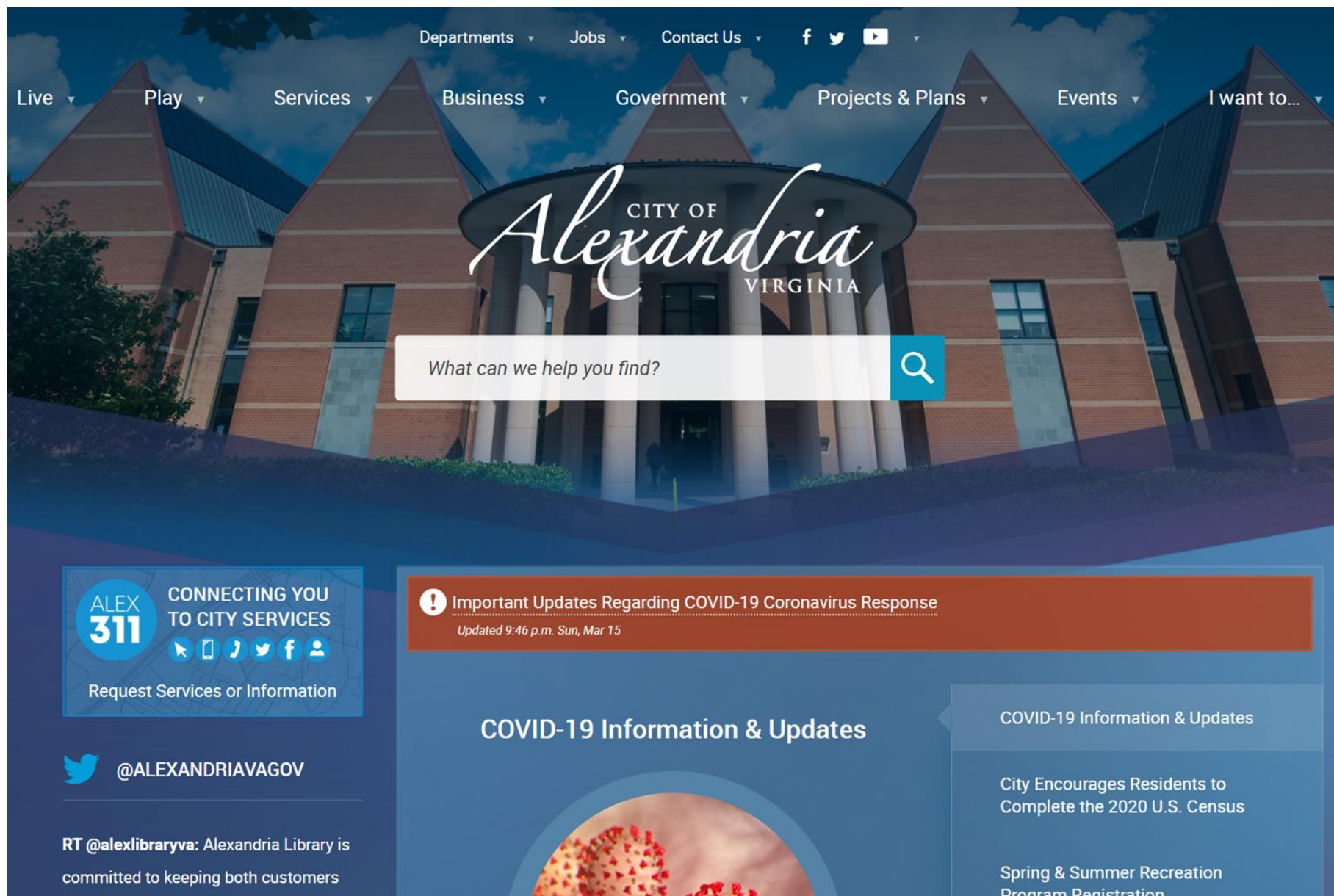
Our mission is to foster open, accountable and effective government by **developing, coordinating and delivering** meaningful and responsive communications for our community and colleagues.

Responsibilities of the Office of Communications and Public Information

- External Communications
 - alexandriava.gov
 - AlexTV Message Board and Programming
 - Citywide Calendar of Events
 - Emergency Alerts (not 911)
 - eNews
 - *Manager's Report*
 - Media Relations
 - News Releases
 - Social Media, Podcasts, and Webcasts
 - Style Guide and Protocols
- Internal Communications
 - *AlexNet*
 - *AlexNews*
 - Emails to All Employees
 - Notifications to City Council

External Communications

- News Releases
- Media Advisories
- News Conferences
- Mailings
- Channel 70
- AlexandriaVa.Gov
- Alexandria eNews



alexandriava.gov



- 6 Convenient Ways to Connect:

-  Web – alexandriava.gov/Alex311

-  Mobile App – Available in the App Store or Google Play

-  Twitter – @AlexandriaVA311

-  Facebook – @AlexandriaVA311

-  Phone – Dial 311 or 703.746.4311

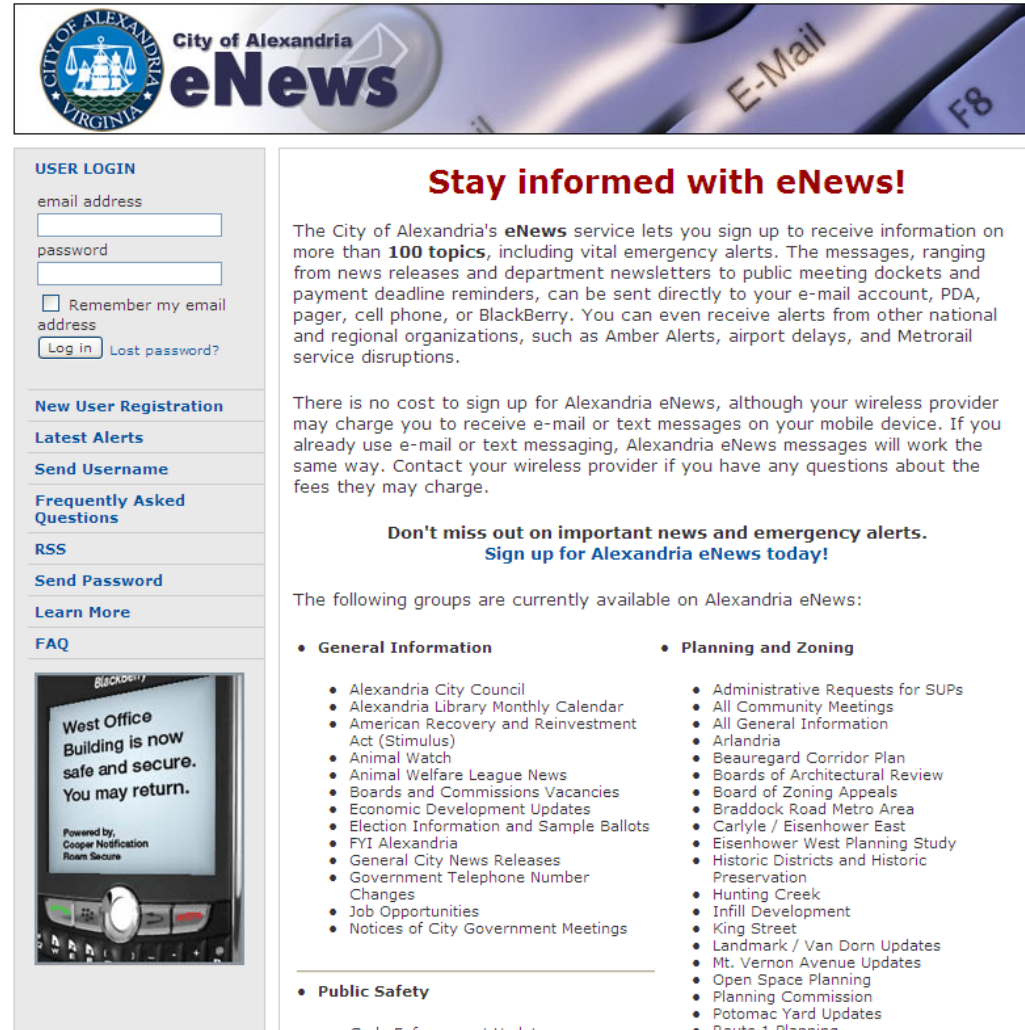
- Monday-Friday: 7 a.m. to 7 p.m.; Saturday: 8 a.m. to 12 p.m.

-  In-Person

Alexandria eNews

www.alexandriava.gov/eNews

- Free e-mails, texts, voice calls
- 50,000 subscribers
- 100+ choices of topics
- Emergency alerts



The screenshot shows the Alexandria eNews website. At the top is a banner with the City of Alexandria logo and the text "City of Alexandria eNews". Below the banner is a "USER LOGIN" section with fields for "email address" and "password", a "Remember my email address" checkbox, and "Log in" and "Lost password?" links. To the right of the login section is a "Stay informed with eNews!" section with a paragraph about the service and a "Sign up for Alexandria eNews today!" link. Below this is a section titled "The following groups are currently available on Alexandria eNews:" with two columns of topics. At the bottom left is a "New User Registration" section with links for "Latest Alerts", "Send Username", "Frequently Asked Questions", "RSS", "Send Password", "Learn More", and "FAQ". At the bottom right is a "Public Safety" section with a link for "Code Enforcement Updates".

USER LOGIN

email address
password

☐ Remember my email address
[Log in](#) [Lost password?](#)

New User Registration

[Latest Alerts](#)
[Send Username](#)
[Frequently Asked Questions](#)
[RSS](#)
[Send Password](#)
[Learn More](#)
[FAQ](#)

Stay informed with eNews!

The City of Alexandria's **eNews** service lets you sign up to receive information on more than **100 topics**, including vital emergency alerts. The messages, ranging from news releases and department newsletters to public meeting dockets and payment deadline reminders, can be sent directly to your e-mail account, PDA, pager, cell phone, or BlackBerry. You can even receive alerts from other national and regional organizations, such as Amber Alerts, airport delays, and Metrorail service disruptions.

There is no cost to sign up for Alexandria eNews, although your wireless provider may charge you to receive e-mail or text messages on your mobile device. If you already use e-mail or text messaging, Alexandria eNews messages will work the same way. Contact your wireless provider if you have any questions about the fees they may charge.

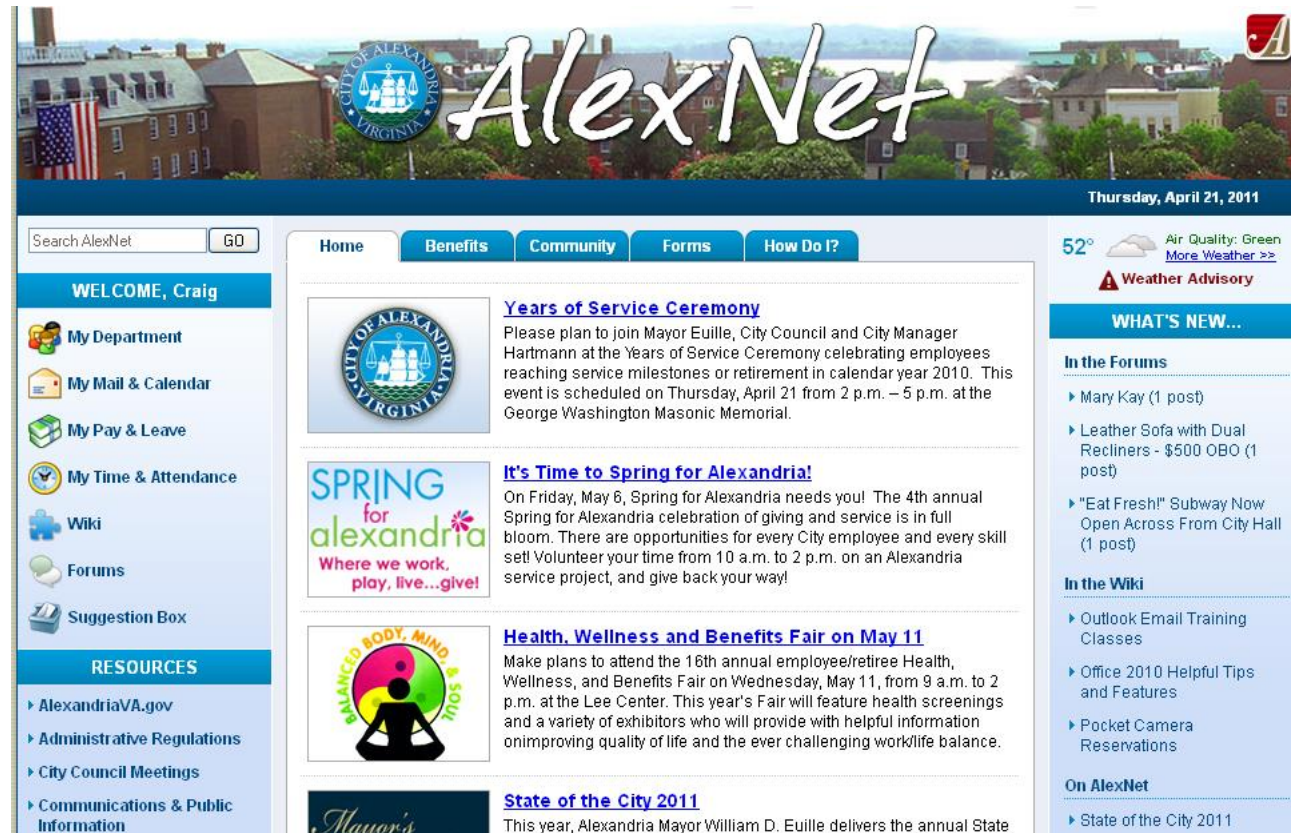
Don't miss out on important news and emergency alerts.
[Sign up for Alexandria eNews today!](#)

The following groups are currently available on Alexandria eNews:

- **General Information**
 - Alexandria City Council
 - Alexandria Library Monthly Calendar
 - American Recovery and Reinvestment Act (Stimulus)
 - Animal Watch
 - Animal Welfare League News
 - Boards and Commissions Vacancies
 - Economic Development Updates
 - Election Information and Sample Ballots
 - FYI Alexandria
 - General City News Releases
 - Government Telephone Number Changes
 - Job Opportunities
 - Notices of City Government Meetings
- **Planning and Zoning**
 - Administrative Requests for SUPs
 - All Community Meetings
 - All General Information
 - Arlandria
 - Beauregard Corridor Plan
 - Boards of Architectural Review
 - Board of Zoning Appeals
 - Braddock Road Metro Area
 - Carlyle / Eisenhower East
 - Eisenhower West Planning Study
 - Historic Districts and Historic Preservation
 - Hunting Creek
 - Infill Development
 - King Street
 - Landmark / Van Dorn Updates
 - Mt. Vernon Avenue Updates
 - Open Space Planning
 - Planning Commission
 - Potomac Yard Updates
 - Route 1 Planning
- **Public Safety**
 - Code Enforcement Updates

Internal Communications

- *AlexNet*
- *AlexNews*
- Email to All Employees
- Citywide Calendar
- Employee Hotline



alexandriava.gov/AlexNet

Communicating with the City

- Call or text **911** for immediate police, fire or emergency medical assistance
- Contact **Alex311** for everything else.
- Social Media
 - Facebook: [alexandriava.gov/Facebook](https://www.facebook.com/AlexandriaVAGov)
 - Instagram: [instagram.com/AlexandriaVAGov](https://www.instagram.com/AlexandriaVAGov)
 - LinkedIn: [linkedin.com/company/city-of-alexandria](https://www.linkedin.com/company/city-of-alexandria)
 - Twitter: [@AlexandriaVaGov](https://twitter.com/AlexandriaVaGov)
 - Department and program profiles: alexandriava.gov/SocialMedia
- In Person
 - Nearly 4,000 employees at 75 City facilities and in the field.

Questions?

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alexandriava.gov/Communications

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